

AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A counter display for articles such as perfumes or cosmetic products comprising;

a display element to which the articles are designed to be attached;

a connecting element extending between a lower end secured to the display element and a[n] said upper end including a pivot structure, designed so as to be pivotally mounted with respect to a ceiling forming the upper part of a piece for suspending said display element from the ceiling with no contact with the ground; [and]

a mirror [is] attached to said connecting element, said mirror being arranged such that a person standing in front of the display element can observe his/her image in said mirror[.] ;
and

a vertical panel to which the mirror is attached, the vertical panel extending downward via a support panel to which the display element is attached, the support panel being tilted downward relative to the vertical panel at an angle of between 90° and 135°.

2. (Previously Presented) The counter display as claimed in claim 1, wherein the connecting element has, first, a front face to which the mirror is attached and, second, a rear face to which a lighting system is attached.

3. (Canceled)

4. (Currently Amended) The counter display as claimed in claim [3] 1, wherein the support panel and vertical panel of the connecting element respectively have a face tilted downward and a rear face to which lighting systems are attached, which are covered by at least one substantially translucent cover that allows diffuse lighting toward the rear and toward the bottom of said counter display.

5. (Previously Presented) The counter display as claimed in claim 2, wherein the connecting element comprises a vertical panel to which the mirror is attached, the vertical panel extending downward via the display element that is tilted relative to the vertical panel at an angle of between 90° and 135°.

6. (Previously Presented) The counter display as claimed in claim 5, wherein the vertical panel of the connecting element and the display element respectively have a rear face and a face tilted downward, to which faces lighting systems are attached, which are covered by at least one substantially translucent cover allowing diffuse lighting toward the rear and toward the bottom of said counter display.

7. (Previously Presented) The counter display as claimed in claim 4, wherein in which the cover comprises, first, a rear plate extending via a plate tilted downward and, second, transverse edges that link the rear plate and the plate tilted downward to the counter display in order, also, to allow lighting on the sides of said counter display.

8. (Previously Presented) The counter display as claimed in claim 1, wherein the upper end of the connecting element is formed by a bar provided with means for attachment to the ceiling, which allow pivoting of said bar relative to the ceiling about a vertical axis.